

Eat Smart. Play Hard.™

Movie Theatre Advertising

"Power Panther Goes to Hollywood"

Donna Johnson-Bailey, Food and Nutrition Service

Linda Wells, New Mexico EFNEP/FSNE

National Nutrition Conference

Arlington, VA

September 13, 2005



Purpose

- Reinforce the nutrition education that uses **Eat Smart. Play Hard.™** messages
- Increase awareness about **Eat Smart. Play Hard.™**
- Increase visibility of Power Panther as spokesperson for healthy eating and physical activity



Target Audience

Parents with children between the ages of 2 and 18, eligible to participate in FNS nutrition assistance programs



Participating States



- Ads were placed in the following states:
 - Kansas
 - Massachusetts
 - New Mexico
 - Ohio
 - Washington DC Metro Area
- Shown in 24 theatres and seen on 300 screens



Selection Process

- State Selection - HQ and Regions identified programs to participate in the project
- Theatre Selection – Contractor identified theatres with available advertising space in participating states



Selection Process



- Census Bureau information was used to identify low income neighborhoods near movie theatres with available advertising space
- State contacts also provided input about accessibility for low income audiences

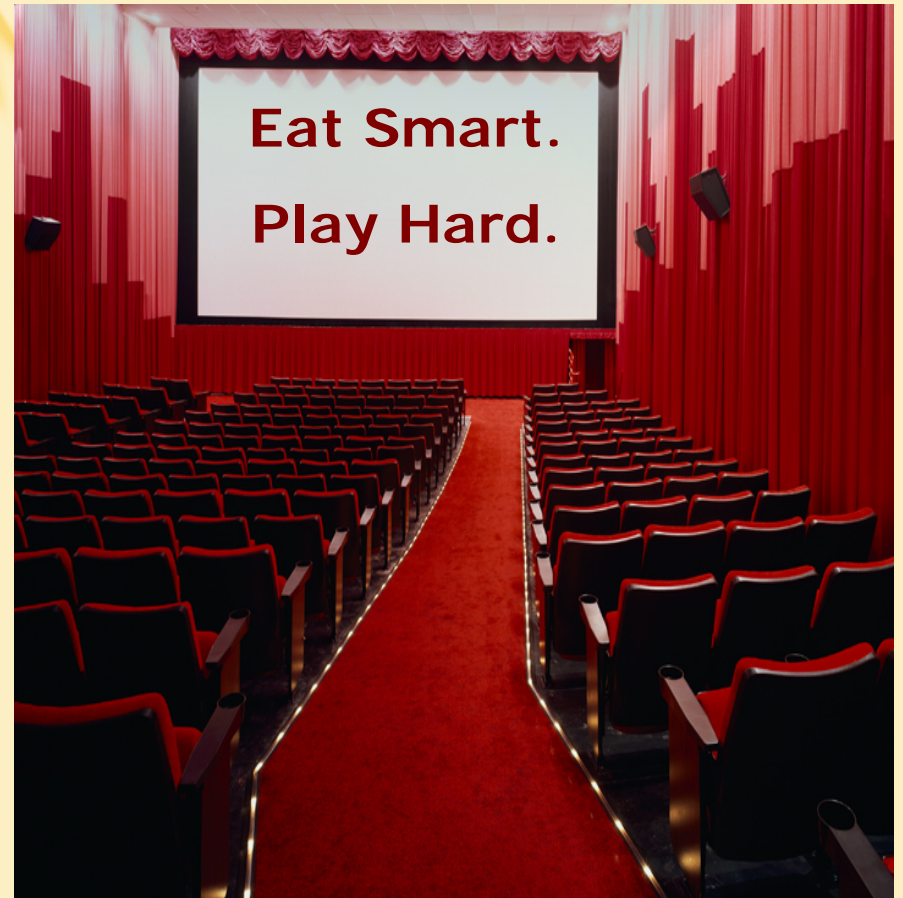
Other Selection Criteria

- States with high utilization of **Eat Smart. Play Hard.™** materials
- States with numerous requests for Power Panther costumes
- Willingness to participate in the project



Advertising Period

- Ads played June through August 2005
- Did you see the ads?



Additional Advertising

- Radio Public Service Announcements (PSAs) also distributed during the movie advertising period
- Target audience for the PSAs - parents
- PSAs played July through August
- Heard on 6 adult contemporary or urban contemporary radio stations



Advertising Concepts

- Messages are interactive
- Power Panther used in all of the advertisements



Advertising Concepts

- Developed ads that address key campaign themes:
 - Fruit & Vegetable Consumption
 - Role Modeling
 - Physical Activity
- “Movie Quiz” format



Fruit and Vegetable Ad

Fruit and vegetable message based on the 2005
Dietary Guidelines recommended intake for
children, 1600 kcal



Sponsored by: 
FOOD AND NUTRITION SERVICE

How Many Cups of Fruits & Vegetables Should Your Kids Eat a Day?

A. 7

B. 5

C. $2\frac{1}{2}$

D. $3\frac{1}{2}$



Food and Nutrition Service

Eat Smart. Play Hard.™



Sponsored by: 
FOOD AND NUTRITION SERVICE

At Least 3 1/2
Cups Every Day

Eat Smart. Play Hard.™



Food and Nutrition Service

Eat Smart. Play Hard.™

Role Modeling Ad

- Role modeling is a key component of the campaign
- Reminds parents about who their biggest fans are ...





***Do You Know
Who Is Watching
You?***



Sponsored by: 
FOOD AND NUTRITION SERVICE



***Your Kids!
Be a Role Model
Eat Together, Play Together.***



Eat Smart. Play Hard.™

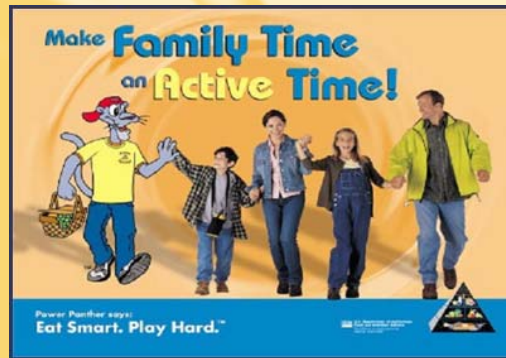
Sponsored by: 
FOOD AND NUTRITION SERVICE



Food and Nutrition Service

Eat Smart. Play Hard.™

Physical Activity Ad



- Provides physical activity recommendations for children based on the 2005 Dietary Guidelines
- Conveys the importance of families being active together



How Many Minutes
of Play Do Your Kids
Need a Day?



Sponsored by: 
FOOD AND NUTRITION SERVICE



Food and Nutrition Service

Eat Smart. Play Hard.™

Kids need **60** minutes of
physical activity most days
of the week.



Eat Smart. Play Hard.™

Sponsored by: 
FOOD AND NUTRITION SERVICE



Food and Nutrition Service

Eat Smart. Play Hard.™

Advertising Reach

- Collecting feedback using 2 different approaches:
 - Contractor provides information about reach based on ticket sales
 - Participating states collect feedback from program participants in selected areas





How can professionals use the ads in their nutrition education activities?



Professional Tools



- Show on televisions or monitors in schools, community centers, and workplaces
- Use in training videos, community networking presentations, and stakeholder meetings



Professional Tools

- Use as screen savers to reinforce **Eat Smart. Play Hard.™** messages in adult education settings or workplaces
- Download the ads from the **Eat Smart. Play Hard.™** website
www.fns.usda.gov/eatsmartplayhard



Example of State Based Activities

Linda Wells

Program Coordinator for
“ICAN” Program in New Mexico

Review of activities and feedback



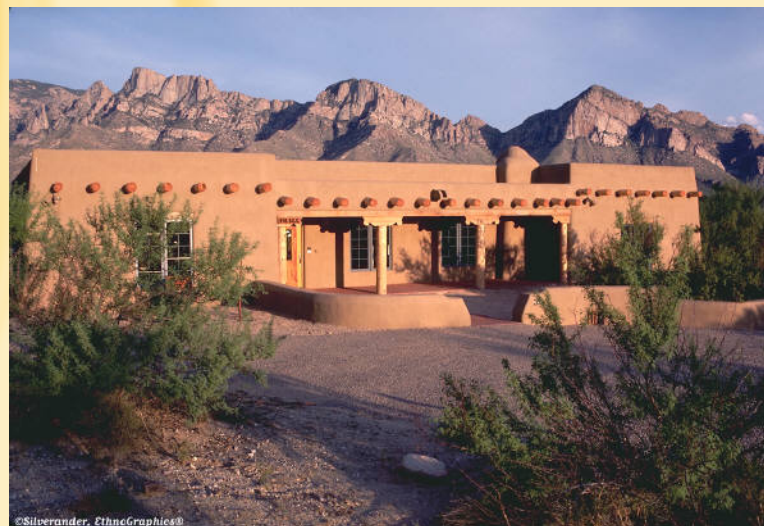
New Mexico Activities

- 4 Theaters included in the pilot in Albuquerque
- 1 Adult contemporary radio station



Albuquerque Staff

- Coordinator for Albuquerque activities:
Virginia Alexander, Extension Home Economist
- Bernalillo County Extension Service Nutrition Educators
 - **Mary Chavez**
 - **Adrianna Antillon**
 - **Geri Aragon**
 - **Lena Brown**
 - **Grace Cardona**
 - **Martha Dominguez**
 - **Joyce Cisneros**
 - **LeAndra Dominguez**
 - **Kristina Pattakos**
 - **Lois Guffey**



Albuquerque Activities

- Materials distribution
- Eat Smart. Play Hard.™ events
- Media activity
- Feedback from participants



Materials Distribution

- **stickers: 1450**
- **window clings: 773**
- **posters: 2**
- **face tattoos: 602**
- **worksheets: 172**
- **table tops: 314**



Events

Eat Smart. Play Hard.

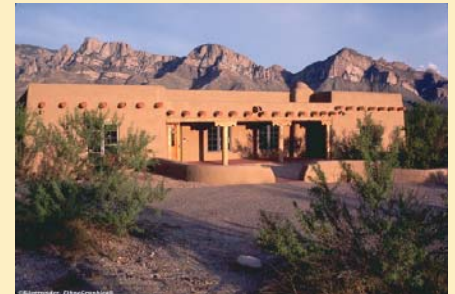
™ events:

- schools
- community centers
- after school programs
- Power Panther visited several sites.



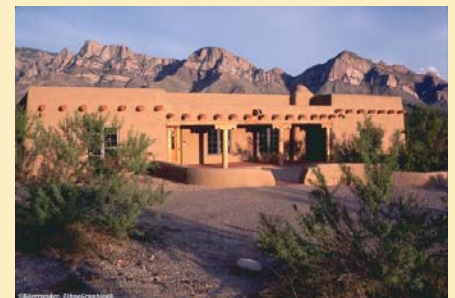
Albuquerque Events

- **August 22, 2005, Painted Skies Elementary School -- 200 youth and 12 adults**
- **August 24, 2005, La Mesa Elementary. -- 200 youth and 16 adults**
- **August 24, 2005 PM, Alamosa Community Center -- 70 youth and 8 adults**
- **Loma Linda Community After school Program -- 30 youth and 8 Adults**



Albuquerque Media

- **Media coverage on KOAT TV channel 7**
- **Albuquerque Journal article**



Albuquerque Feedback

Feedback from adults and youth at nutrition education sites. (Preliminary numbers and may include individuals who saw Power Panther in other venues)

How Many People Saw Power Panther?

Yes: 286

No: 60



Additional Feedback

- **Respondents recognized Power Panther from his presence at schools**
- **Messages conveyed through the movie ads:**
 - **exercise; eat right; being healthy; be a role model**



**Regions
States
ESPH Team**

**Thank you
for all your efforts!!**



Food and Nutrition Service

Eat Smart. Play Hard.™